

- . To increase Canadians' awareness of export and import controls.

As outlined below, the evaluation examined the Department's success in pursuing these objectives.

1.2 Background and Objectives of the Study

Services and Subsidies to Business, A Study Team Report to the Task Force on Program Review (1985), expressed concern about lack of coordination, duplication and overlap with provincial activity in its review of Domestic and External Trade Information Services at DEA. With these considerations in mind, the Ministerial Task Force on Program Review called for an evaluation of the efficiency and effectiveness of DEA's external trade and domestic information services. This study is in response to that call.

The focus of the evaluation on economic and commercial communications services also reflects the priority accorded this area by DEA. More specifically, the study should provide the Communications and Culture Branch with assistance to build a trade emphasis into its activities. As noted above, the timing of the evaluation overlapped the reorganization and start-up period of the Communications and Culture Branch.

In April 1986, the Evaluation and Audit Committee approved four key evaluation issues for the study:

1. What economic and commercial information should be flowing to business, the public, institutions and governments from DEA, in Canada and abroad, i.e., what are the information needs of domestic and foreign audiences?